


# **Colorado Connects: Finding and Forging Links**

Colorado Department of Human Services  
Colorado State University  
University of Colorado Health Sciences Center

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# Objectives

- ◆ Describe the Colorado coordinated Nutrition Education Plan (NEP).
  - ◆ Describe the infrastructure for partnership formation.
  - ◆ Describe the mechanisms for program development.
  - ◆ Illustrate partner programs.
  - ◆ Examine challenges.
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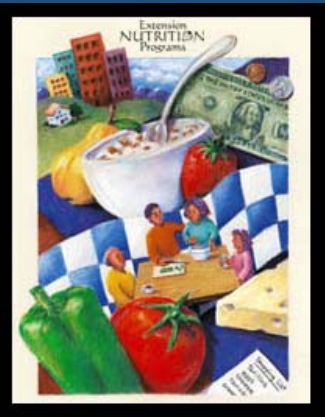
# Colorado Coordinated Nutrition Education Plan



- ◆ Nutrition Network
- ◆ Adult Nutrition Education Programs

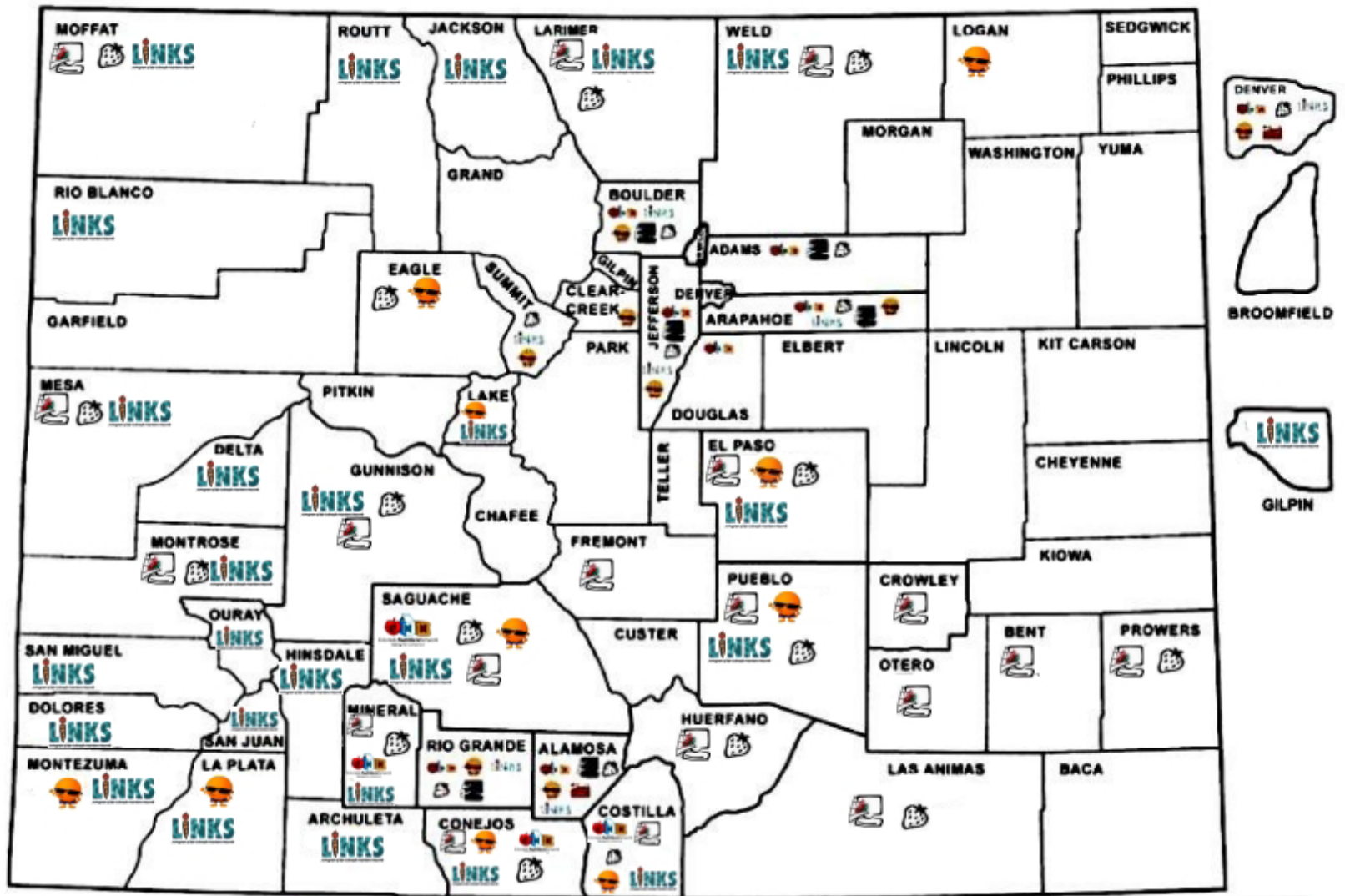


- ◆ Youth Nutrition Education Programs



- ◆ Alternative Strategies of Nutrition Education

# Map



**Nutrition Links  
Colorado Nutrition Networks**



### Food Friends



**Local Networks**  
**Colorado Nutrition Network**



**Extension Nutrition Programs  
EFNEP & Adult FSNEP**



**Youth FSNEP**



### Alternative Strategies

## Adult FSNEP, EFNEP

## Youth FSNEP

### Pre-1990

Colorado State University, Cooperative Extension, EFNEP, & State Coalitions

Denver-Metro Nutrition Network - UCHSC

**1990**

Integrated Nutrition Program began at UCHSC

**1993**

Funding from ES-WIC Initiative Granted for CSU - *La Cocina Saludable*

**1994-1996**

USDA Cooperative Agreement - UCHSC

**1995**

*La Cocina Saludable* interactive multimedia development began - CSU

**1996**

Statewide Nutrition Network & Adult FSNEP

**1997**

Youth FSNEP

**1998**

Coordinated Plan

## Alternative Strategies

## Colorado Nutrition Network

CSU Cooperative Extension & FSHN

UCHSC

**EFNEP**

**Adult FSNEP**

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**Youth FSNEP**

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# Infrastructure for Building Partnerships

- ◆ Cooperative Extension
  - ◆ State Nutrition Network
  - ◆ Local Nutrition Networks
  - ◆ Nutrition Links Program
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# Cooperative Extension

- ◆ Strong existing state and county level infrastructure
  - ◆ Extensive networks with local agencies
  - ◆ Resources
  - ◆ Cost share
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# Food Friends: (Initiated by State Nutrition Network)


- ◆ Preschool program that focuses on trying new foods
- ◆ Developed as the Network's social marketing campaign
- ◆ Key partners:
  - Colorado Head Start Association
  - Colorado Pre-School Program
  - Local Head Start Centers
  - Child/Adult Care Food Program
  - Stratecom Marketing Strategies



# **Project FUN:**

## **Food, Understanding, & Nutrition**

**(Initiated by Denver-Metro Nutrition Network)**

- ◆ General nutrition project for children and seniors.
  - ◆ Collaborating Partners
    - Denver Commodity Supplemental Food Program
    - Catholic Charities Child Care and Head Start Centers
    - Metro Denver Bright Beginnings
    - Pauline Robinson Library After School Program
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# Healthy Habits

## Farmer's Market Project

(Initiated by San Luis Valley Nutrition Network)

- ◆ Project to promote locally-grown produce to low-income groups
- ◆ Major partners:
  - Alamosa Uptown River Association
  - SLV Cooperative Extension office
  - Rocky Mountain Prevention Research Center
  - Valleywide WIC
  - San Luis Valley Regional Medical Center
  - Alamosa Head Start



# Colorado LINKS Projects



- ◆ Non-capped, non-competitive awards
- ◆ Available state-wide
- ◆ Agency receives 2/3 return on cost share from FSNEP
- ◆ Fiscal Year 2003 – 5 approved projects

# **Colorado Nurse-Family Partnership Breastfeeding Project**

## **(Initiated through Nutrition Links)**

- ◆ Project promotes general nutrition support for breastfeeding, low-income mothers.
- ◆ Major collaborating partners:
  - University of Colorado Health Sciences Center
  - Colorado State University
  - Colorado Department of Public Health and Environment – WIC program
  - Colorado Breastfeeding Task Force
  - Numerous County Public Health Departments
  - Numerous County Nursing Services

# Mechanisms for Partner Development & Expansion

- ◆ Use of all-fronts approach
  - State-level, state-wide
  - Local initiation
  - Public and private sectors
- ◆ Maximization of internal partnerships
  - University of Colorado Health Sciences Center
  - Denver Public Schools
  - Adult FSNEP Network

# Seeds for Health

## (Initiated within USHSC)

- ◆ State-wide 3<sup>rd</sup> grade program focused on gardening and vegetable intake
- ◆ Major collaborating partners:
  - University of Colorado Cancer Center
  - State 5-A-Day Coalition
  - McCormick Foundation
  - ASGROW Seed Company
  - Adult FSNEP





# Denver Museum of Nature and Science

## (Partnership within DPS)

- ◆ Nutrition education classes and labs through the “Hall of Life” focused on healthy food choices
- ◆ Public education center with non-profit status; taps city tax revenue






# Alternative Strategies & Adult FSNEP/EFNEP


- ◆ Reinforces messages presented in nutrition education classes
- ◆ Provides nutrition education to people who may not be able to attend classes



# Local Youth Programs & Adult FSNEP and EFNEP

- ◆ Needs assessment process with local Adult FSNEP and EFNEP educators
  - ◆ Piggy-back on Seeds for Health infrastructure
  - ◆ Maximizes currently existing nutrition education staff
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# Challenges to Partnerships

- ◆ Difficult to find the “right match” on essential components: mission, resources, outcomes.
  - ◆ Inability to use private cost share under FSNEP funding.
  - ◆ Limited public state and city/county money in Colorado for health and nutrition.
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# Challenges (cont.)

- ◆ Private sector in Colorado has limited resources to earmark for nutrition education
- ◆ There are “fine lines” regarding:
  - Duplication versus message reinforcement
  - Environmentally focused efforts
  - Physical activity promotion

# Summary

- ◆ Advantages of one coordinated NEP:
  - Simplifies funding and communication with state Food Stamp agency
  - Provides greater communication among programs
  - Allows coordinated evaluation
  - Maximizes cost share
  - Ensures federal programs have state level coordination

# Summary (cont)

- ◆ An “all-fronts” approach maximizes opportunities
  - ◆ Take advantage of internal partners
  - ◆ Combining networks (communication) with resources (grant opportunities, money) yields optimal partnerships and programs.
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# Contacts

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